

RJR Reynolds
Tobacco Company

5 pgs.
May
for
JY

B. K. Stockdale
Director - Retail & Wholesale
Trade Marketing
Winston-Salem, NC 27102
910-741-7809

October 6, 1995

Mr. J. W. Best
Mr. P. J. Cundari
Mr. R. M. Sanders
Mr. L. S. Schreiber
Mr. D. L. Wilmesher

SUBJECT: Jay Martin Consulting Role - Former Street Acct

Attached is a brief summary of how we will utilize Jay Martin moving forward versus historically.

I need your help in identifying the following:

- Key wholesale accounts you would like for him to visit.
- The objective you would have for the visit.
- Should local RJR manager attend with him or should he go solo.
- Timing.

I realize our plates are extremely full and one more request is the last thing you need, but I must get Jay focused where we all believe he can make a difference since we are bound to a contract.

Please provide your list by October 31, 1995, if at all possible.

Sincerely,

B. K. Stockdale

BKS/jb - 004

Attachment

cc: Mr. B. D. Hatter
Mr. J. V. Maguire

Make-A copy of the Ambassador
program is attached.

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